

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

| | | |
|---|---|--|
| Contract / Revision 839757 / 1 | | Alt Order # |
| Product OH US SEN JOSH MANDEL OCT 24-OCT 30 | | |
| Contract Dates 10/24/12 - 11/02/12 | | Estimate # 3053 |
| Advertiser Mandel, J/US Senate/R | | Original Date / Revision 10/23/12 / 10/26/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WUAB | Account Executive House WOIO/WUAB | Sales Office Cleveland Local |
| Special Handling Cash In Advance | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | WUAB | 10/24/12 | 10/26/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 3 | \$135.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --WTF-- | | | | 3 | \$45.00 | | | |
| N 2 | WUAB | 10/29/12 | 10/30/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 2 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MT----- | | | | 2 | \$45.00 | | | |
| N 3 | WUAB | 10/24/12 | 10/26/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 3 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --WTF-- | | | | 3 | \$375.00 | | | |
| N 4 | WUAB | 10/29/12 | 10/30/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 2 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MT----- | | | | 2 | \$375.00 | | | |
| N 5 | WUAB | 10/24/12 | 10/28/12 | Late News M-Su | 10-11p | | :30 | | | NM | 5 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --WTFSS | | | | 5 | \$300.00 | | | |
| N 6 | WUAB | 10/29/12 | 10/30/12 | Late News M-Su | 10-11p | | :30 | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MT----- | | | | 2 | \$300.00 | | | |
| N 7 | WUAB | 10/29/12 | 11/02/12 | M-F 6-630p | 6-630p | | :30 | | | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$250.00 | | | |
| N 8 | WUAB | 10/29/12 | 11/02/12 | M-F 630-7p | 630-7p | | :30 | | | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$250.00 | | | |
| Totals | | | | | | | | | | | 27 | \$6,700.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 10/01/12 - 10/28/12 | 11 | \$2,760.00 | \$2,346.00 |
| 10/29/12 - 11/02/12 | 16 | \$3,940.00 | \$3,349.00 |
| Totals | 27 | \$6,700.00 | \$5,695.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
|----------------------------|--------------------|
| 839757 / | |

| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|-----------------------|--------------------|-------------------|
| 10/24/12 - 11/02/12 | OH US SEN JOSH MAN | 3053 |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|-----------------------|---------------------------------|
| Mandel, J/US Senate/R | 10/23/12 / 10/26/12 |

Signature: _____ **Date:** _____

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